

The Media CSR Forum Activity Report 2009

Objectives and purpose

The Media Corporate Social Responsibility (CSR) Forum is a group of media organisations sharing and developing CSR and sustainability practices for the UK media sector.

The Forum was established in 2001 in recognition that the practice of CSR and sustainability for media companies has many unique features that sets it apart from other business sectors. Members benefit from a collaborative approach. Our work includes:

- developing an understanding of the implications of CSR for media organizations;
- identifying areas for focus;
- sharing best practices;
- engaging with stakeholders; and
- running collaborative projects on key issues.

The Forum produces an Annual Report on its activities; this is the Report for 2009.

Membership

At the end of 2009, the members of the Forum were:

The BBC, BSkyB, Global Radio, Channel 4, EMI, Guardian Media Group, Informa, IPC Media, ITV, News International, Pearson, Random House Group, Reed Elsevier Group, TF1 Group, Trinity Mirror, Turner Broadcasting System Europe, United Business Media, Virgin Media, WPP and Yell Group.

Secretariat

Acona Ltd continued to provide secretariat services to the Forum, and chaired group meetings throughout 2009. The secretariat is the first point of contact for information requests and new member enquiries. Please telephone +44(0)207 812 7133 or mediacsrforum@acona.com

Activity summary

Engaging with stakeholders

Most meetings include a presentation from a relevant stakeholder leading to a round-table discussion. This was especially the case in 2009, which saw the introduction of two long-format biannual meetings and thus more time for presentations and debate. In the course of 2009 the Forum met with the following individuals and organisations:

- **The Publishers' Database for Responsible Environmental Paper Sourcing (PREPS)** talked about risks in the paper supply chain.
- **Ethical Trading Initiative (ETI)** explained their partnership approach to improving labour conditions in the supply chain and more specifically how to locate good 'ethical' suppliers for promotional merchandise.
- **Ed Vaizey (Shadow Minister for the Arts)** gave a talk about corporate responsibilities in a new media world.
- **The Oxford Internet Institute** talked about digital engagement in the information society using evidence from their annual survey.
- **Eco:metrics** presented a tool that allows companies to measure and compare the carbon emissions of media campaigns.
- **The Big Bang Foundation** presented the concept of cultural social responsibility as a means of preserving cultural heritage and improving media literacy.
- **10:10** encouraged Forum members to back the 10:10 campaign and explained what this would mean in practice.
- **The Prince of Wales' Corporate Leaders Group on Climate Change** provided future perspectives and explained what a coherent corporate strategy on climate change would look like.
- **C-Change** gave an introduction to their partnership-driven model to increase awareness and reduce carbon emissions.
- **The One Young World** presented the initiative "The Young World Global Summit", encouraging members to get involved by nominating delegates.
- **Intellect UK** gave a presentation about how developments in the ICT sector will change business models and the implications for combating the causes of climate change.
- **The South East Media Network** presented on how and why play and serious games hold the potential to achieve positive, large-scale behavioural change amongst citizens.
- **Turner Broadcasting Europe** talked about their work with Plan UK, namely building a school in Mali.

Other activities

- The Forum successfully launched **howmediaismade.com** in November 2009. This web-based resource acts as a central outlet for members to demonstrate how they deal with issues of media literacy and trust. It signposts organisations and initiatives working with similar questions, and had a fun 'headline generator' to play with.
- The Forum was approached by the **Global Reporting Initiative (GRI)** to provide input for the development of a media sector supplement to complement the general GRI reporting framework. Three member companies signed up for the multi-stakeholder process and will regularly provide feedback to other members.
- The **Eco:metrics** presentation led to the formation of a working group, collaborating on sharing data and developing more uniform ways of measuring the carbon footprint of media campaigns.
- The Forum now has a **LinkedIn Group** to discuss and share news. The Group is open to members only.
- It remains a priority to set up a **US Media CSR Forum** and several potential partner organisations were approached in 2009. None was suitable and discussions with others continue.

- The Forum regularly receives requests from European organisations and individuals wanting to set up a **European Media CSR Forum**. The Forum will continue to work with these partners and share our experiences when needed.
- The **Media CSR Forum Stakeholder Survey** was launched in March. To date, it has been downloaded more than a 1,000 times from the Forum website and received widespread coverage.
- **The Media CSR Forum website** continues to be a popular resource, attracting ~300 hits per day. It is continually kept up to date with members' newest CR reports and other initiatives.

Plans for 2010

Continue to develop the media literacy resource

The Forum is keen to ensure that howmediaismade.com remains relevant and up to date, mainly by continuing to develop and upload case studies and by adding new material to the library section. We plan to include content from selected external organisations, e.g. the Media Trust has asked to provide a case study on the work of the Community Channel in Q1 2010. We will explore innovative ways of raising awareness of the importance of media literacy, looking into offering a 'serious gaming' component. A public media literacy debate featuring high-profile speakers, taking place at the LSE, is planned for Q1 2010.

Exploring communications and climate change

The Forum plans a series of events to explore what it means to communicate climate change responsibly, considering issues such as scientific accuracy, balance, global focus, comprehensibility, positivity, creating agency, encouraging action, etc.

Members are keen to understand the views of stakeholders and are open to the idea of some type of good practice document.

Set up sister fora

As a Forum, we are keen to develop CSR practices for media organisations in other parts of the world. Our work to set up a US Media CSR Forum and a European Media CSR Forum will continue.

Widen membership of the Forum

Members agree that it would be good to get more companies on board to share experiences and reflect the diversity of the media landscape. The intention in 2010 is to widen membership of the Forum, with a target of 25 members by the end of the year.

Forum costs and expenditure

| | Income | Of which ... Administration | Stakeholder survey | Other |
|------|---------------|--|-------------------------------|--------------|
| 2007 | £15,600 | £14,100 | £NIL | £1,500* |
| 2008 | £28,250 | £16,000 | £9,000 | £3,250** |
| 2009 | £18,500 | £18,200 | £NIL | £ 300* |

* Website construction and maintenance by external agency

** Member donation to Plan UK to support a Children's Press Service in India

Howmediasmade.com costs and expenditure

| Income | Of which ... Concept, mgmt & content delivery | Design | Programming and database development | Domain reg. and web hotel |
|---------------|--|---------------|---|--|
| £22,500 | £17,618 | £2,492* | £2,245* | £145 |

* Provided by external agency

Attendance overview

The following table charts the attendance of members at the quarterly meetings in 2009.

| | Q1 | Q2 | Q3 | Q4 |
|-----------------------------------|-----------|-----------|-----------|-----------|
| BBC | Y | Y | Y | N |
| BSkyB | Y | Y | N | Y |
| Global Radio | Y | Y | Y | N |
| Channel 4 | Y | Y | N | N |
| EMI | N | Y | N | Y |
| Guardian Media Group | Y | Y | Y | Y |
| Informa | Y | Y | Y | Y |
| IPC Media | Y | Y | Y | N |
| ITV Plc | N | Y | N | N |
| News International | N | N | Y | Y |
| Pearson | N | Y | Y | Y |
| Random House Group | Y | Y | Y | N |
| Reed Elsevier Group | Y | Y | Y | Y |
| TF1 | Y | Y | Y | N |
| Trinity Mirror plc | Y | Y | N | Y |
| Turner Broadcasting System Europe | Y | N | N | Y |
| United Business Media | Y | Y | Y | N |
| Virgin Media | Y | Y | Y | Y |
| WPP | N | N | N | N |
| Yell Group | Y | N | Y | N |